CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 311-2004

To: Mayor David Dermer and
Members of the City Commission

Date: December 15, 2004

From: Jorge M. Gonzalez
City Manager

Subject: RESIDENT SURVEY

The purpose of this LTC is to provide you with a draft copy of our resident survey. The survey questions were designed by the Hay Group based on the feedback that was collected from the various focus groups and meetings they held with residents, members of the business community, representatives from Miami Beach-based civic organizations, and the Mayor and Commissioners, etc. The resident survey currently has 63 fixed-choice questions (not including the demographic questions) and one open-end question. This is longer than the 45 questions the Hay Group was aiming for; however, they wanted to give us the option of cutting questions (versus the Hay Group making these decisions). We will be separately providing you with the draft surveys for businesses and civic organizations when they are made available by the Hay Group.

The Hay Group has mapped the resident survey against some available benchmarks (other comparable communities). These include: Atlanta, Boca Raton, Charlotte, North Carolina, Pinellas County, Florida (which includes Clearwater and St. Petersburg), Fort Lauderdale, Orleans Parrish (includes the City of New Orleans), New York City, San Antonio, San Francisco, Santa Monica, Savannah, Scottsdale, and Virginia Beach.

Further, Hay has indicated where there are reasonable matches between our survey and the surveys for other surveys recently conducted by Florida cities. Here's the key:

KW = Key West
MD = Miami Dade
ML = Miami Lakes

The resident survey will be conducted by phone beginning January 5, 2005 with a small number administered by mail to capture those residents without landline phone service and control for response bias. Hay may also conduct follow-on focus group interviews at the City's request to probe deeper on specific issues identified in the survey results.

Please review and provide any comments, edits, or suggestions you may have to me by Tuesday, December 21, 2004.

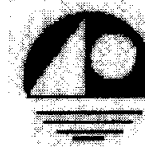Please feel free to contact me if you have any questions or need any additional information.

JMG\ri

F:/cmgr/all/LTC04/Resident Survey.doc

THE CITY OF MIAMI BEACH

2004 Resident Satisfaction Survey

DRAFT – 12/15

INTRODUCTION: Hello, my name is _____ calling on behalf of the City of Miami Beach. This is **NOT** a sales call. We are conducting a survey of City residents and your household was selected at random. May I please speak to Mr./Mrs./Ms. _____? *[Note to interviewer: If person is not available or there is no such person at this number, ask: "OK. May I please speak with someone who is over 18 years of age and who lives in the City of Miami Beach?"]*

1. "Yes, speaking." [Continue below]
2. "Yes, hold on" [When respondent picks up, repeat introduction above minus "May I please speak to..."]
3. "He/she is not available." [Get call back time]
4. "No such person here." [Thank and end call.]

The City of Miami Beach government is interested in hearing your views to better meet your service expectations and improve the quality of life in the City. The City is very interested in learning what is important to residents like yourself who may not have the time to tell City officials what you think. This survey will only take about 10 minutes of your time. May we begin?

To start, how would you rate the City of Miami Beach on each of the following? Would you say excellent, good, fair or poor? [READ LIST]

		Excellent	Good	Fair	Poor	Don't Know [DO NOT READ]
1.	Being a safe city in which to live	1		3		5
2.	Being a beautiful city	1		3		5
3.	Providing a stable residential community	1		3		5
4.	Offering a unique urban and historic environment	1		3		5
5.	Being a cultural, entertainment and tourism capital	1		3		5
6.	Being an international center for innovation in culture, recreation and business	1		3		5
7.	Being a city with well-improved infrastructure	1		3		5

About City Services and Quality of Life

8. Overall, how would you rate the quality of life within the City of Miami Beach? Would you say excellent, good, fair, or poor?

1. Excellent
2. Good
3. Fair
4. Poor
5. [DO NOT READ] Don't know

And, how would you rate each of the following attributes of quality within the City of Miami Beach? Would you say excellent, good, poor or very poor?

		Excellent	Good	Fair	Poor	Don't Know [DO NOT READ]
9.	Cleanliness of streets in your neighborhood KW	1	2	3	4	5
10.	Cleanliness of streets in business/commercial areas	1	2	3	4	5
11.	Enforcement of codes and ordinances in your neighborhood	1	2	3	4	5

	Excellent	Fair	
12. Storm drainage (to avoid flooding) MD, ML	1	3	5
13. The City's ability to keep the homeless off the streets	1	3	5
14. Availability of affordable housing	1	3	5
15. The appearance and maintenance of the City's public buildings	1	3	5
16. Overall quality of the beaches (cleanliness, water quality, etc.) KW	1	3	5

17. **OPEN-ENDED QUESTION.** What one area is the most important to you with regards to quality of life in Miami Beach? [PROBE RESPONSES]

How would you rate each of the following recently completed capital improvement projects in the City of Miami Beach? Would you say excellent, good, fair or poor?

Don't Know/Do Not Use [DO NOT READ]

	Excellent	Fair	
18. Beachwalk	1	3	5
19. North Shore Youth Center	1	3	5
20. The Scott Rakow Ice-rink	1	3	5
21. Parks	1	3	5

Now, how would you rate each of the following services provided by the City of Miami Beach? Using the same scale for each, would you say excellent, good, fair, poor or don't know?

Don't Know/Do Not Use

	Excellent	Fair	
22. Parks maintenance MD, KW	1	3	5
23. Landscape maintenance in rights of way and public areas	1	3	5
24. Recreation programs and facilities MD, KW, ML	1	3	5
25. Garbage/Trash collection MD	1	3	5
26. Building code enforcement ML	1	3	5
27. Street repair/maintenance/smoothness	1	3	5

28. How would you rate the amount of noise in your neighborhood on a typical day?

    1. Acceptable/Not a problem most of the time **[SKIP TO Q30]**
    2. Too much
    3. Much too much

29. If there is too much noise, what is typically the <u>main</u> cause? Please choose ONE from the following list. [READ LIST]

    1. Construction
    2. General Traffic
    3. Buses/Trucks
    4. Night Clubs/Restaurants
    5. Festivals/Events
    6. Other _____

30. In general, how good a job do you feel Miami Beach City government is doing in meeting your needs and/or the needs of your family? Would you say excellent, good, fair, or poor? KW

    1. Excellent
    2. Good
    3. Fair
    4. Poor
    5. [DO NOT READ] Don't know

Getting Around the City

31. What is your <u>primary</u> mode of transportation in Miami Beach? [READ LIST]

    1. Car
    2. Mass transit (including buses, trains, etc.)
    3. Walking/Bicycling
    4. I stay home most of the time

32. To what extent are speeding cars/aggressive drivers an issue in Miami Beach?

    1. To a small extent
    2. To some extent
    3. To a great extent
    4. [DO NOT READ] Don't know

33. When you drive in Miami Beach, would you say finding a satisfactory parking space is...? {READ LIST] KW

    1. Hardly ever a problem
    2. Sometimes a problem
    3. Usually a problem
    4. [DO NOT READ] Don't drive/Don't know

34. How do you feel about traffic flow where you drive in Miami Beach?

    1. Excellent
    2. Good
    3. Fair
    4. Poor
    5. [DO NOT READ] Don't drive/Don't know

Economy/Taxes

35. How do you feel about the availability of retail shops, diverse business opportunities, or commercial service options in the City of Miami Beach? [READ LIST]

    1. Too many
    2. About the right amount
    3. Too few
    4. [DO NOT READ] Don't know

36. How would you rate the overall value of City services for the tax dollars that you pay? Would you say excellent, good, fair or poor?

    1. Excellent
    2. Good
    3. Fair
    4. Poor

37. What is your level of satisfaction with local schools within the City of Miami Beach? Would you say very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied, or very dissatisfied?

    1. Very satisfied
    2. Satisfied
    3. Neither satisfied nor dissatisfied
    4. Dissatisfied
    5. Very dissatisfied
    6. [DO NOT READ] Don't know

38. Would you support the City of Miami Beach investing local resources to increase public school funding in order to improve the quality of the public schools in Miami Beach? [READ LIST]

    1. Yes, definitely
    2. Yes, probably
    3. Hard to say
    4. No, probably not
    5. No, definitely not
    6. [DO NOT READ] Don't know

3

Safety

Our next topic is safety in Miami Beach. How would you rate the overall quality of the each of the following public safety services provided by the City? Using the same scale for each, would you say excellent, good, fair or poor?

	Excellent	Good	Fair	Poor	Don't Know/Do Not Use
39. Police MD, ML	1	2	3	4	5
40. Fire	1	2	3	4	5
41. Emergency Medical Response MD	1	2	3	4	5
42. Ocean Rescue	1	2	3	4	5

Please answer the following questions as to whether you feel very safe, reasonably safe, somewhat safe, unsafe or very unsafe?

	Very safe	Reasonably safe	Somewhat safe	Unsafe	Very unsafe	Don't Know
43. How safe do you feel in your neighborhood during the day? MD	1	2	3	4	5	
44. How safe do you feel in your neighborhood during the evening/night?MD	1	2	3	4	5	
45. How safe do you feel in business/commercial areas during the evening/night?	1	2	3	4	5	

46. What do you feel is the <u>most important</u> area that the City of Miami Beach can address to improve public safety throughout the City? Please listen to the entire list first before responding with ONE answer. [READ LIST FROM CHOICE 1 TO 6, THEN RECORD ANSWER]

1. Preventing crime
2. Enforcement of traffic laws
3. Increase visibility of police in neighborhoods
4. Increase visibility of police in business/commercial areas
5. Improving safety in public areas
6. Improving safety of our beaches
7. Other_____
8. [DO NOT READ] Don't know/not interested

Communications/Customer Service

47. How do you **most often** get your information about the City (government, services, activities, meetings, etc.)? Choose the most common method. [READ LIST]

1. Cable Channel 20
2. Miami Beach website
3. Newspapers (Miami Herald, etc.)
4. Answer Center
5. E-mails from City government, departments or agencies
6. Direct mail from City government, departments or agencies
7. Other _____
8. [DO NOT READ] Don't know/Not interested

48. How do you feel about the amount of information you get from the City? [READ LIST]

1. Too much
2. About the right amount
3. Too little
4. [DO NOT READ] Don't know/Not interested

49. During the last 6 months, have you personally contacted, either by phone or in-person, any City of Miami Beach government departments with a question, service request or complaint? [READ LIST] MD, ML

    1. Yes, one contact
    2. Yes, several contacts
    3. No contact **[SKIP TO Q55]**
    4. [DO NOT READ] Don't remember

Thinking about your <u>most recent contact</u> with City government, would you say you strongly agree, agree neither agree nor disagree, disagree or strongly disagree about each of the following statements? [READ LIST]

	Strongly agree	Neither	Strongly Disagree
50. It was easy to get to someone who could help me MD	1	3	5
51. The employees that assisted me were courteous and professional MD	1	3	5
52. The employees that assisted me had the proper training and knowledge	1	3	5
53. Overall, I was satisfied with the experience I had contacting the City MD, KW, ML	1	3	5

54. To what extent do you agree or disagree that City of Miami Beach government is open and interested in hearing the concerns or issues of residents? [READ LIST]

    1. Strongly Agree
    2. Somewhat Agree
    3. Neither Agree Nor Disagree
    4. Somewhat Disagree
    5. Strongly Disagree
    6. [DO NOT READ] Don't know

Culture, Entertainment & Tourism

55. On average, how many nights a week do you go to restaurants, nightclubs, or use other entertainment in Miami Beach? [READ LIST]

    1. Several times a week
    2. Once a week
    3. A couple times a month
    4. Once a month or less often
    5. I don't go out in Miami Beach

56. How do you feel about the availability of <u>restaurants, nightclubs, or other entertainment areas</u> in Miami Beach? [READ LIST]

    1. Too many
    2. About the right amount
    3. Too few
    4. [DO NOT READ] Don't know

57. How do you feel about the availability of <u>cultural activities and events</u> (such as Art Basel, film festivals, theaters, and musicals) in Miami Beach? [READ LIST]

    1. Too many
    2. About the right amount
    3. Too few
    4. [DO NOT READ] Don't know

58. How often do you attend special events (such as the boat shows, music awards, etc.) that come to Miami Beach every year? [READ LIST]

    1. Frequently
    2. Sometimes
    3. Seldom/Not at all
    4. [DO NOT READ] Don't know

59. Do you agree or disagree with the following statement: The Tourism industry in Miami Beach contributes to the quality of life for residents within the City. Do you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree? [READ LIST]

    1. Strongly agree
    2. Agree
    3. Neither agree nor disagree
    4. Disagree
    5. Strongly Disagree
    6. [DO NOT READ] Don't know/Not sure

In Summary

60. Overall, how would you rate the City of Miami Beach as a place to live? [READ LIST] MD

    1. Excellent
    2. Good
    3. Fair
    4. Poor
    5. [DO NOT READ] Don't know

61. Would you say that as a place to live, the City of Miami Beach is better now than it was about a few years ago, would you say it is worse, or would you say it is about the same? [READ LIST] ML, Sarasota

    1. Better now
    2. About the same
    3. Worse now
    4. [DO NOT READ] Don't know/I haven't lived here long enough

62. What has gotten better in the past few years? Please listen to the choices first before giving ONE answer. [READ LIST]

    1. Safety
    2. Cost of living
    3. Recreation/cultural events
    4. Nightlife/restaurants
    5. Noise
    6. Transportation service
    7. Traffic
    8. Development/construction of new buildings, etc.
    9. Communications to and from the City
    10. Tourism
    11. Other

63. What has gotten worse in the past few years? Please listen to the choices first before giving ONE answer. [READ LIST]

    1. Safety
    2. Cost of living
    3. Recreation/cultural events
    4. Nightlife/restaurants
    5. Noise
    6. Transportation service
    7. Traffic
    8. Development/construction of new buildings, etc.
    9. Communications to and from the City
    10. Tourism
    11. Other

64. **OPEN-ENDED QUESTION.** Thinking about your neighborhood or the City overall, what one change would make Miami Beach a better place for you and/or your family?

DEMOGRAPHICS

I just have some final questions for you for classification purposes only so that we ensure a representative sample of City residents. All personal information is strictly confidential and will not be given to City officials or businesses.

65. Gender [DO NOT ASK]

    1. Male
    2. Female

66. What is your racial/ethnic background? [READ LIST]

    1. White/Caucasian (non-hispanic)
    2. Black/African American (non-hispanic)
    3. Hispanic/Latino
    4. Asian/Pacific Islander
    5. Native American
    6. Other
    7. [DO NOT READ] Prefer not to say

67. What type of residence do you live in? [READ LIST]

    1. Single family unit
    2. Duplex or multi-family unit
    3. Apartment/Condominium home not part of a complex or community
    4. Apartment/Condominium home that is part of a complex or community
    5. Other
    6. [DO NOT READ] Prefer not to say

68. Are you a homeowner or renter?

    1. Homeowner
    2. Renter
    3. [DO NOT READ] Prefer not to say

69. How long have you lived in the City of Miami Beach? [READ LIST]

    1. Less than 6 months
    2. 6 months but less than 2 years
    3. 2 to less than 5 years
    4. 5 to less than 10 years
    5. 10 to less than 20 years
    6. More than 20 years
    7. [DO NOT READ] Prefer not to say

70. What is your age? [READ LIST]

    1. 24 years of age or younger
    2. 25 to 34 years old
    3. 35 to 44 years old
    4. 45 to 54 years old
    5. 55 to 64 years old
    6. Over 65 years of age
    7. [DO NOT READ] Prefer not to say

71. What is the combined annual income of all members of your household from all sources? [READ LIST]

    1. Under $25,000
    2. $25,000 to $49,000
    3. $50,000 to $74,000
    4. $75,000 to $99,000
    5. $100,000 to $199,000
    6. $200,000 or more
    7. [DO NOT READ] Prefer not to say

72. How many months out of the year do you live in the City of Miami Beach? [READ LIST]
    1. 1 – 3 months
    2. 4 – 6 months
    3. 7 – 9 months
    4. 10 – 12 months
    5. [DO NOT READ] Prefer not to say

This concludes the survey. Thank you for your time.